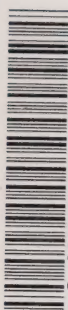


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GENERAL REVIEW OF RETAIL STATISTICS
1950

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NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada — mining, forestry, and fishing; (b) manufacturing; (c) construction; and (d) merchandising and services.

For the purpose of annual compilation and publication, reports on merchandising and services have been classified as follows:

Part I — Wholesale Statistics

- A Wholesale Trade, 25¢.
- * B Operating Results of Food Wholesalers, 25¢.
- * C Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers, 25¢.
- * D Operating Results of Miscellaneous Wholesalers (automotive equipment, drugs, hardware, plumbing and heating equipment), 25¢.

Part II — Retail Statistics

- E General Review, 25¢.
- F Retail Trade, 50¢.
- G Retail Chain Stores, 50¢.
- * H Operating Results of Chain Food Stores, 25¢.
- * I Operating Results of Chain Clothing Stores, 25¢.
- * J Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- K Operating Results of Retail Food Stores, 25¢.
- L Operating Results of Retail Clothing Stores, 25¢.
- M Operating Results of Retail Hardware, Furniture, Appliance, and Radio Stores, 25¢.
- N Operating Results of Filling Stations and Garages, 25¢.
- O Operating Results of Miscellaneous Retail Stores, 25¢.
- P Retail Consumer Credit, 25¢.

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- Q Laundries, Cleaners and Dyers, 25¢.
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- T Sales Financing, 25¢.
- U Farm Implement and Equipment Sales, 25¢.
- V New Motor Vehicle Sales and Motor Vehicle Financing, 25¢.

The reports are punched to permit of filing in a ring binder.

- * Biennial reports — not issued for 1950.

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GENERAL REVIEW OF RETAIL STATISTICS

1950

INTRODUCTION

A complete survey of retail trade is made once every ten years as part of the Census of Canada. The first attempt to carry out a complete survey of distribution was made in 1924 from the 1921 Census listing. This study was somewhat curtailed and the 1930 Census of Merchandising and Service Establishments was actually the first complete survey of trading establishments. This was repeated in 1941. In the intervening years, estimates of certain phases of retail trade are made, most of which are produced from a sample reporting panel. No attempt is made to estimate the number of retail stores. Retail sales are estimated each month from the results of the sample and presented by provinces for 20 specified trades and an all-trade total. Proper consideration in estimating is given to size of business and to chains as compared with independent stores. The appendix to the annual retail trade report outlines the methods used in estimating retail sales (Vol. 4 Part 11 Page F30).

In addition to total retail trade, a special survey is made annually of all known retail chain store firms. Information on number of stores, sales, stocks, salaries, and accounts outstanding is published, and more detailed tabulation is made for certain major trades.

Another phase of retail trade is measured by a separate quarterly survey on retail consumer credit. Retail sales for 13 major credit granting trades are broken down into three segments-cash, instalment and charge. Accounts outstanding at the end of the periods are shown in the form of dollar estimates for both the instalment and charge type of credit. These data are also summarized into an annual report on retail consumer credit.

The biennial survey of operating results provides data on profit and loss items. Independent retail stores in twenty trades were surveyed for profit and loss and balance sheet data for 1948 and again for 1950 business operations. In the alternate years a similar study, excluding balance sheet data, is made for 10 retail chain store trades and 10 major wholesale trades.

This bulletin reviews the series of annual reports on retail trade compiled and published by the Bureau. In addition to the annual bulletins, other monthly series on retail trade are published. These include Retail Trade, Chain Store Sales and Stocks, and Department Store Sales and Stocks. A weekly release of percentage changes in department store sales by provinces is also published.

RETAIL TRADE — 1950

Total estimated retail trade in 1950 reached a high of \$9,467,400,000 or a gain of 12% over the 1949 total of \$8,427,900,000. Retail trade in 1941 totalled \$3,436,800,000. Sales of motor vehicle dealers were greater than those of any other individual trade and, at \$1,553,700,000 compared with \$1,030,500,000 in 1949, accounted for half of the overall dollar increase from 1949 to 1950.

Grocery and combination stores were the second largest trade with estimated sales in 1950 of \$1,450,600,000. The following table shows total sales by provinces for 1941, 1948-1950. In this series, figures for Newfoundland are not included and sales for the three maritime provinces are combined.

TABLE 1. Retail Sales by Provinces 1941, 1948-1950

(in millions of dollars)

Province	1941	1948	1949	1950
Maritimes	282.8	593.1	613.8	654.5
Quebec	818.7	1,809.3	1,890.7	2,205.2
Ontario	1,407.0	3,022.3	3,234.5	3,643.9
Manitoba	210.8	493.2	556.3	606.2
Saskatchewan	186.9	458.6	519.5	548.9
Alberta	221.1	592.0	673.1	747.7
British Columbia	309.6	870.8	940.0	1,061.0
CANADA	3,436.8	7,839.3	8,427.9	9,467.4

Sales of twenty selected trades and "all other trades" are shown. The latter category includes some classifications, large in dollar value of sales,

such as government liquor stores, farm implement dealers, etc. The 1950 sales by kind of business and province are shown in the following table.

TABLE 2. Estimated Retail Trade — By Provinces and Kinds of Business, 1950
(in thousands of dollars)

Kind of business or store	Canada ¹	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
TOTAL, ALL TRADES	9,467,400	654,480	2,205,150	3,643,910	606,250	548,900	747,690	1,061,020
Grocery and Combination	1,450,610	119,580	426,110	577,020	61,880	50,430	78,300	137,290
Meat.....	182,040	4,660	52,240	63,760	7,270	8,220	15,580	30,310
Country General.....	474,420	59,800	100,760	93,850	38,290	79,300	66,740	35,680
Department	872,380	62,600	139,620	325,090	130,410	42,520	59,180	112,960
Variety	170,330	17,660	49,860	78,610	4,220	4,650	7,810	7,520
Motor Vehicle.....	1,553,680	96,090	336,460	559,210	101,940	107,580	95,580	256,820
Garage and Filling Station...	498,030	34,040	111,200	212,680	28,300	33,560	35,960	42,290
Men's Clothing.....	171,570	12,030	38,670	80,810	7,530	5,860	11,420	15,250
Family Clothing.....	160,510	17,820	50,590	50,710	6,020	11,070	7,920	16,380
Women's Clothing	161,110	10,940	46,690	54,150	5,950	7,640	12,390	23,350
Shoe	92,660	8,100	27,110	41,520	2,690	1,690	3,940	7,610
Hardware	198,110	11,240	45,440	65,620	11,990	14,680	29,540	19,600
Lumber and Building Material.	348,930	7,330	40,190	158,870	37,270	30,870	41,330	33,070
Furniture	159,570	8,240	48,780	70,720	4,070	2,720	9,180	15,860
Appliance and Radio	144,910	9,780	37,010	66,040	5,540	3,620	11,320	11,600
Restaurant	339,480	14,750	68,400	137,330	26,490	17,070	32,450	42,990
Coal and Wood	194,270	12,050	46,230	100,660	14,230	9,220	1,300	10,580
Drug	208,080	17,100	41,930	90,480	13,580	10,440	13,890	20,660
Jewellery	78,930	6,100	20,580	30,480	4,390	2,420	5,300	9,660
Tobacco	80,870	3,190	20,590	42,640	1,250	2,320	3,040	7,840
All Others	1,926,910	121,380	456,690	743,660	92,940	103,020	205,520	203,700

1. Canada totals do not include Newfoundland, North West Territories and Yukon figures.

Department Stores

Because of their importance in the field of retail trade, special studies are made of department store sales. Information is collected and published on weekly sales, by provinces; preliminary monthly sales are published, and final monthly sales and stocks on a departmental breakdown are also published. An annual summary of department store sales and stocks is not published as a separate

bulletin. However, the importance of this trade warrants a review of the 1950 department store sales.

The 1950 results are shown for 18 departments. Current statistics on department stores show sales and stocks for 30 departments. Reports on this break-down into 30 departments began with January 1951.

TABLE 3. Department Store Sales By Provinces 1949 and 1950

Province	Sales		% Change 1950/1949
	1949	1950	
	\$'000	\$'000	
CANADA	855,488	872,977	+ 2.0
Maritimes Provinces	63,752	62,742	- 1.6
Quebec	135,119	139,745	+3.4
Ontario	320,118	324,836	+1.5
Manitoba	126,035	130,517	+3.6
Saskatchewan	44,773	42,545	- 5.0
Alberta	56,546	59,219	+4.7
British Columbia	109,145	113,373	+3.9

TABLE 4. Department Store Sales by Selected Departments 1949 and 1950

Department	Sales		% Change 1950/1949
	1949	1950	
	\$'000	\$'000	%
TOTAL, ALL DEPARTMENTS	855,488	872,977	+ 2.0
Women's and childrens' apparel-(sub-total)	209,432	210,128	+ 0.3
Women's dresses, coats, and suits	103,181	98,669	- 4.4
Girls' and infant's wear	35,676	38,491	+ 7.9
Hosiery and gloves	27,767	29,071	+ 4.7
Lingerie and corsets	33,900	34,995	+ 3.2
Millinery	8,908	8,902	- 0.1
Men's and boy's clothing and furnishings	95,759	99,830	+ 4.3
Drugs, toilet articles and preparations	19,822	20,358	+ 2.7
Piece goods	60,434	58,421	- 3.3
Smallwares	26,379	26,508	+ 0.5
Food and kindred products	56,790	58,902	+ 3.7
Furniture (including mattresses and springs)	54,210	54,669	+ 0.8
Home furnishings	64,217	65,946	+ 2.7
Household appliances and electrical supplies	37,400	44,231	+18.3
Hardware and kitchen utensils	37,847	38,217	+ 1.0
Radios, musical instruments and supplies	13,524	13,287	- 1.8
Shoes and other footwear	57,577	60,097	+ 4.4
Stationery, books, and magazines	14,862	14,886	+ 0.2
All other departments, Total	107,235	107,497	+ 0.2

Chain Stores

Chain stores are defined by the Dominion Bureau of Statistics as the operation of four or more retail stores under the same ownership and carrying on the same or similar kinds of business. While chain stores are included in the store sample used in estimating monthly and annual retail sales, a separate survey is made each year of all known retail chains. Data on salaries and wages, accounts

outstanding and stocks on hand are obtained in addition to sales. A listing of individual stores with sales for each is also secured from the annual reports submitted.

The growth of retail chain stores is clearly shown in Tables 5 and 6.

TABLE 5. Retail Chain Store Sales — By Provinces, 1941–1949–1950

Province	1941	1949	1950
	\$	\$	\$
Prince Edward Island	1,010,800	1,305,300	3,488,100
Nova Scotia	32,214,400	56,947,000	57,946,800
New Brunswick	19,762,100	43,046,700	44,398,300
Quebec	131,225,900	283,387,500	318,377,500
Ontario	293,671,300	641,303,800	722,837,900
Manitoba	27,377,400	68,392,300	72,577,900
Saskatchewan	32,458,600	71,811,100	72,632,800
Alberta	36,071,200	96,711,900	107,180,700
British Columbia	63,925,100	152,333,800	154,973,700
Yukon and N.W.T.	1,493,600	4,841,400	5,279,400
CANADA TOTAL	639,210,400	1,420,080,800	1,559,693,100

Chain stores were first surveyed as part of the Decennial Census of 1930. In that year total sales amounted to \$487,336,000 compared with \$639,210,400 in 1941 and \$1,559,693,100 in 1950. The development of the super market type of store (especially in the food field) during this period is evidenced by the average sales per store. The all chain average increased from \$60,187 in 1930 to \$217,986 in 1950. Food chains, where this development was

most pronounced, showed average sales per store of \$57,521 in 1930 compared with \$439,329 in 1950.

Summary statistics of retail chains for the years 1930 to 1950 are presented in Table 6 and principal statistics for 1950 by kinds of business in Table 7. More detail on certain specific trades is contained in the annual report on Retail Chains.

TABLE 6. Summary Statistics of Retail Chain Stores in Canada, 1930-1950

Year	Number of chains	Number of stores		Total sales		Salaries and wages paid to store employees	Accounts outstanding at year end	Stocks on hand at year end	
		Average ¹	Maximum	Amount	Average per store			Stores	Warehouses
				\$	\$	\$	\$	\$	\$
1930	518	8,097	8,504	487,336,000	60,187	50,404,900	2	60,457,200	2
1931	506	8,188	8,557	434,199,700	53,029	2	2	2	2
1932	486	8,066	8,398	360,806,200	44,732	2	2	2	2
1933	461	9,900	8,230	328,902,600	41,633	34,820,600	2	43,995,100	2
1934	445	7,804	8,210	347,186,100	44,488	34,510,900	2	40,962,600	13,768,100
1935	445	7,666	8,022	364,129,800	47,499	36,382,000	30,188,700	42,796,200	12,265,900
1936	457	7,588	8,124	394,935,000	52,047	38,603,000	31,430,400	44,258,000	14,631,500
1937	447	7,346	7,815	414,133,300	56,375	39,289,500	33,526,200	48,550,700	12,280,000
1938	457	7,356	7,692	414,448,300	56,342	40,368,400	37,073,700	48,617,300	12,623,200
1939	446	7,215	7,595	432,026,100	59,879	41,427,800	35,942,800	53,167,700	15,915,600
1940	451	7,131	7,522	508,553,900	71,316	46,462,300	43,229,700	62,634,500	17,621,700
1941	529	7,622	7,969	639,210,400	83,864	57,777,200	38,376,100	68,619,200	20,975,600
1942	455	7,010	7,139	687,447,400	98,067	57,653,700	2	66,939,700	22,633,400
1943	444	6,780	7,021	703,950,000	103,827	58,804,000	15,526,900	67,628,000	22,602,500
1944	431	6,560	6,774	769,643,200	117,324	63,299,700	15,093,000	66,943,500	21,854,900
1945	429	6,580	6,705	876,209,000	133,162	68,196,400	16,368,500	68,246,800	29,013,100
1946	422	6,559	6,743	1,014,846,700	154,725	77,474,400	19,642,600	85,345,200	37,436,400
1947	422	6,716	6,962	1,177,322,700	175,301	91,265,800	31,492,500	105,040,500	43,546,000
1948	403	6,821	7,152	1,335,735,100	195,827	107,450,200	40,378,300	119,132,000	46,330,300
1949	381	6,839	7,123	1,420,080,800	207,645	115,902,900	50,001,200	123,696,400	46,755,400
1950	423	7,155	7,483	1,559,693,100	217,986	129,334,200	65,000,500	159,082,900	60,501,400

1. Obtained by averaging the number at the beginning, middle and end of the year.

2. Not available.

TABLE 7. Principal Statistics of Retail Chain Stores in Canada, 1950 by Kinds of Business

No.	Kind of business	Number of chains	Number of stores	
			Average	Maximum
1	Total, All Chains	423	7,155	7,483
2	Food Group, total	72	1,523	1,635
3	Bakery product dealers	10	162	173
4	Candy and confectionery stores	10	175	186
5	Grocery stores	10	230	244
6	Combination stores	29	879	947
7	Meat markets	9	53	59
8	Other food stores	4	24	26
9	Country General Stores	16	126	127
10	General Merchandise Group, total	24	639	659
11	Dry goods and general merchandise stores	8	79	80
12	Variety, 5-10-15¢ to-a-dollar stores	16	560	579
13	Automotive Group, total	11	117	122
14	Motor vehicle dealers	5	37	37
15	Filling stations	4	56	61
16	Other automotive accessories stores	2	24	24
17	Apparel Group, total	112	1,307	1,383
18	Men's and boys' clothing and furnishings stores	18	158	171
19	Family clothing stores	22	142	153
20	Women's apparel and accessories stores	40	458	485
21	Shoe stores	32	549	574
22	Building Materials Group, total	43	813	823
23	Hardware stores	9	49	49
24	Lumber and building material dealers	28	716	725
25	Paint, varnish and wallpaper stores	6	48	49
26	Furniture-Household-Radio Group, total	39	492	516
27	Furniture stores	20	184	194
28	Household appliance, radio and music stores	19	308	322
29	Restaurant Group, total	18	229	255
30	Other Retail Stores, total	88	1,909	1,963
31	Drug stores	27	320	327
32	Jewellery stores	7	61	64
33	Office, store and school furniture equipment and supplies dealers	14	182	190
34	Tobacco stores	4	202	212
35	Government liquor stores	9	594	605
36	Wine stores	5	30	31
37	Miscellaneous kinds of business	22	520	534

TABLE 7. Principal Statistics of Retail Chain Stores in Canada, 1950 by Kinds of Business

Total sales		Salaries and wages paid to store employees	Accounts outstanding at year end	Stocks on hand at year end		No.
Amount	% of total chain sales			Stores	Warehouses	
\$	\$	\$	\$	\$	\$	
1,559,693,100	100.0	129,334,200	65,000,500	159,082,900	60,501,400	1
524,710,500	33.6	32,459,900	1,666,600	15,836,700	14,578,500	2
6,511,800	0.4	961,100	111,800	58,000	183,500	3
6,156,400	0.4	765,600	58,000	113,600	136,300	4
27,642,500	1.8	1,992,100	432,100	1,643,600	627,200	5
476,936,400	30.6	28,026,100	989,800	13,799,200	13,530,500	6
5,921,200	0.3	527,400	33,900	103,800	6,500	7
1,542,200	0.1	187,600	41,000	118,500	94,500	8
15,987,900	1.0	1,401,700	1,005,000	4,010,300	149,300	9
160,409,700	10.3	22,630,300	709,700	19,888,900	4,086,900	10
12,678,000	0.8	1,472,600	701,800	2,253,500	93,600	11
147,731,700	9.5	21,157,700	7,900	17,635,400	3,993,300	12
29,626,500	1.9	3,116,200	5,661,800	3,965,700	1,270,400	13
22,822,100	1.5	2,304,400	5,149,200	3,117,300	1,199,600	14
3,473,200	0.2	283,400	1,800	243,500	70,800	15
3,331,200	0.2	528,400	510,800	604,900	—	16
127,351,200	8.2	13,652,500	4,132,100	25,333,500	4,248,300	17
19,974,900	1.3	2,096,700	485,400	3,691,900	265,900	18
35,759,400	2.3	4,148,700	2,948,900	8,011,900	626,300	19
38,603,700	2.5	3,444,400	592,000	4,890,100	1,090,200	20
33,013,200	2.1	3,962,700	105,800	8,739,600	2,265,900	21
81,794,900	5.2	6,547,500	7,545,400	23,055,600	387,100	22
10,851,300	0.7	1,080,600	522,500	2,434,200	15,200	23
67,335,300	4.3	5,052,800	6,499,600	19,760,500	12,600	24
3,608,300	0.2	414,100	523,300	860,900	359,300	25
72,246,100	4.6	9,586,100	25,297,800	17,847,000	5,572,700	26
36,423,000	2.3	3,774,400	15,855,700	8,786,100	4,916,200	27
35,823,100	2.3	5,811,700	9,442,100	9,060,900	656,500	28
22,782,500	1.5	6,065,900	25,500	337,300	440,700	29
524,783,800	33.7	33,874,100	18,956,600	48,807,900	29,767,500	30
28,958,200	1.9	4,478,600	221,900	4,703,800	1,056,300	31
30,787,500	2.0	3,363,800	4,547,800	5,620,800	13,100	32
50,389,500	3.2	11,210,200	8,803,300	7,755,800	528,000	33
16,076,200	1.0	1,545,800	159,200	1,312,400	602,700	34
290,102,300	18.6	7,824,900	18,000	20,357,700	24,557,600	35
2,861,700	0.2	245,200	—	259,000	224,800	36
105,608,400	6.8	5,205,600	5,206,400	8,798,400	2,785,000	37

Retail Consumer Credit

A study on trends in retail consumer credit is conducted on a quarterly basis by the Dominion Bureau of Statistics. This is summarized annually and dollar estimates for thirteen important credit granting trades and for "all other" trades are published. Total estimated retail sales as provided by the retail trade survey are broken down into the three main types of sales, cash, instalment, and charge account. Estimated dollar values of unpaid accounts are also shown as instalment accounts receivable and charge accounts receivable at the end of the respective periods.

The sales of the stores in the sample used for this study have a high credit content. The trends in credit derived from this reporting panel are applied to the 1941 credit pattern as obtained from the Census of that year and projected on the retail sales estimates for subsequent years. The absolute dollar volume of credit sales as shown here, estimated from a 1941 base, may not accurately portray total credit, but it is felt the trend in credit from year to year is quite reliable for the trades specified.

Consumer credit sales for 1950, as shown in the annual summary report have been revised to agree with the revised retail trade figures. This final 1950 revision took into account the estimated change in retail trade due to changes in number of stores in operation during that year.

Total retail trade in 1950 was estimated at \$9,467,400,000, of which \$6,884,400,000 were cash sales, \$720,100,000 instalment, and \$1,862,900,000 charge accounts sales. It is estimated that outstanding accounts from instalment sales amounted to \$169,500,000 at the end of December 1950 and a total of \$377,100,000 was still unpaid at the end of the year from charge account sales.

The following table shows estimated sales for 1950 and accounts receivable at the end of the year for thirteen major trades and for all trades.

TABLE 8. Consumer Credit — Sales and Accounts Receivable 1950
(in millions of dollars)

Kind of business	Sales				Accounts Receivable at December 31		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Department	601.9	112.5	158.0	872.4	53.7	39.9	93.6
Motor Vehicle	867.3	323.6	362.8	1553.7	5.2	67.2	72.4
Men's Clothing	139.8	6.6	25.2	171.6	2.9	8.1	11.0
Family Clothing	123.6	12.7	24.2	160.5	4.4	7.5	11.9
Women's Clothing	136.1	2.5	22.5	161.1	0.7	6.5	7.2
Hardware	122.7	8.3	67.1	198.1	1.8	17.8	19.6
Furniture	68.4	67.0	24.2	159.6	34.3	5.9	40.2
Appliance and Radio	57.4	58.7	28.8	144.9	28.4	7.8	36.2
Jewellery	46.3	16.7	15.9	78.9	6.7	3.7	10.4
Grocery and Combination (Independent)	705.4	—	239.9	945.3	—	28.2	28.2
Country General	337.3	—	137.1	474.4	—	31.5	31.5
Coal and Wood	93.4	—	100.9	194.3	—	23.2	23.2
Garages and Filling Stations	383.7	—	114.3	498.0	—	25.4	25.4
All other Trades	3201.1	111.5	542.0	3854.6	31.4	104.4	135.8
TOTAL ALL TRADES	3884.4	720.1	1862.9	9467.4	169.5	377.1	546.6

**Operating Results and Financial Structure of
Selected Retail Trades — 1950**

Once every two years a survey on profit and loss, and balance sheet data covering twenty major retail trades is conducted. The returns are separated into size and occupancy categories by trades and and tabulations are made for unincorporated and incorporated business separately. The average results produced in this series can be used extensively by both the established and the new merchant in comparing their individual results with the average. This yardstick of performance may not constitute an ideal pattern which all retailers should set as a goal, because local circumstances may have an unavoidable effect on operations, but it does represent a guide for comparison. If some item of expense is out of line with this average, the merchant's attention is drawn to it and it is reasonable to suppose that in many cases economies may be effected or operating methods altered to improve the efficiency of operations.

The amount of detail contained in the operating results series cannot be condensed sufficiently to show here summarized figures on all aspects of profit and loss and balance sheet statements for 20 trades. These data are contained in five bulletins covering independent retail stores for 1950 where results are shown by sales-size and occupancy categories. In alternate years, similar surveys are made on ten major trades in both the retail chain field and in the wholesale field of distribution except that balance sheet information is not included.

The general trend from 1948 to 1950 was toward greater gross profits, expressed as percentages of net sales, and reduced net profits. Average gross and net profit and the major expense items of salaries and occupancy are shown in Table 9.

TABLE 9. Profits and Expenses 1950 for Selected Independent Retail Trades
(Items expressed as percentages of net sales)

Trade	Gross Profit	Salaries and Wages	Occupancy	Total Expenses	Net Profit ¹
	%	%	%	%	%
Unincorporated Stores:					
Grocery	14.4	3.7	2.8	9.2	5.2
Combination	14.9	5.3	2.6	10.8	4.1
Meat	16.1	5.1	2.7	11.1	5.0
Fruit and vegetable	17.5	4.1	3.8	11.6	5.9
Confectionery	18.2	3.9	5.0	10.7	7.5
Men's clothing	26.8	6.9	5.1	16.5	10.3
Women's clothing	26.8	8.2	5.9	19.1	7.7
Family clothing	24.4	7.1	4.5	15.7	8.7
Shoes	27.4	7.6	5.4	16.8	10.6
Hardware	25.8	7.4	3.9	15.4	10.4
Furniture	27.1	6.7	4.9	18.4	8.7
Appliances and radio	27.8	8.5	3.6	17.8	10.0
Filling stations	18.7	6.8	3.9	12.7	6.0
Garages	27.8	11.2	5.3	20.1	7.7
Country general	14.5	4.1	2.6	9.0	5.5
Restaurants	38.7	19.1	9.2	32.2	6.5
Fuel	20.6	4.1	2.1	15.5	5.1
Drug	28.9	8.5	4.6	17.0	11.9
Jewellery	38.8	11.2	6.9	24.8	14.0
Tobacco	17.6	4.3	4.1	10.2	7.4
Incorporated Stores					
Men's clothing	29.8	14.0	5.3	25.0	4.8
Women's clothing	29.0	14.9	6.4	26.9	2.1
Family clothing	29.6	14.9	4.8	26.1	3.5
Shoes	32.0	15.6	6.4	27.2	4.8
Hardware	27.0	14.2	3.9	23.4	3.6
Fuel	20.2	5.9	1.9	17.9	2.3
Drug	33.4	18.5	5.8	29.0	4.4
Jewellery	41.7	20.2	7.0	35.9	5.8

(1) Includes income tax and for unincorporated stores, proprietors' salaries.

Balance sheet data are shown for the main asset and liability items. Many ratios of interest to the retail businessman may be obtained from the balance sheet or from relating balance sheet data with profit and loss data. The ratio of current assets to current liabilities indicates the ability of the business to meet its current obligations out of current assets. Liabilities to net worth shows the relationship between total debt and owned capital. Many

other average ratios of vital importance to the retail merchant may be obtained from this series of bulletins and comparisons made with his own business experience.

Average balance sheet results in this series represent businesses with over \$20,000 annual net sales. Some of the more significant ratios appear below.

TABLE 10. Balance Sheet Ratios in Retail Trade as at December 31, 1950

Trade	Current Assets to Current Liabilities		Current Assets to Fixed Assets		Net Quick Assets to New Worth		Sales to fixed Assets used in the business		Liabilities to Net Worth	
	Owned	Rented	Owned	Rented	Owned	Rented	Owned	Rented	Owned	Rented
Unincorporated Stores:										
Grocery	2.88	2.94	1.01	2.79	.44	.67	7.65	31.75	.36	.45
Combination	2.40	2.33	.92	1.84	.40	.53	8.42	25.24	.48	.53
Meat	2.04	1.94	.59	1.64	.26	.46	7.37	25.34	.45	.63
Fruit and vegetable	4.12	2.48	.50	1.21	.31	.43	5.81	25.84	.22	.39
Confectionery	2.34	3.37	.76	2.35	.35	.60	6.36	23.31	.51	.31
Men's clothing	2.87	2.67	2.18	7.33	.63	.83	4.34	29.63	.48	.58
Women's clothing	2.65	2.19	1.27	5.98	.49	.79	3.71	31.59	.46	.79
Family clothing	3.12	2.75	2.46	8.25	.70	.91	5.31	47.35	.50	.65
Shoes	3.02	2.81	2.47	11.57	.69	.91	6.01	43.93	.52	.56
Hardware	4.79	4.03	2.46	6.94	.72	.90	5.50	23.85	.30	.40
Furniture	2.57	2.41	1.99	10.56	.64	.92	4.32	27.53	.58	.74
Appliances and radio	1.98	2.55	1.90	7.69	.55	.84	5.63	28.93	.76	.61
Filling station	2.36	3.33	.71	2.75	.34	.67	7.21	39.15	.46	.39
Garages	2.16	2.07	.87	2.43	.38	.60	4.82	18.86	.56	.73
Country general	4.56	3.62	2.93	7.61	.73	.94	9.94	31.47	.28	.48
Restaurants	—	1.24	—	.58	—	.99	—	10.36	—	.52
Fuel	2.39	1.97	2.20	3.87	.58	.67	10.64	18.31	.52	.75
Drug	4.13	3.87	1.36	4.38	.56	.78	4.66	29.80	.34	.37
Jewellery	2.31	2.67	1.83	7.79	.61	.86	3.57	19.28	.74	.58
Tobacco	3.93	2.22	.73	3.17	.44	.60	3.82	24.50	.46	.69
Incorporated:										
Men's clothing	1.80	2.82	1.94	14.75	.47	.84	3.75	33.01	.87	.55
Women's clothing	—	2.38	—	7.72	—	.78	—	23.91	—	.65
Family clothing	—	2.82	—	10.46	—	.89	—	25.83	—	.57
Shoes	—	2.59	—	10.06	—	.88	—	30.27	—	.70
Hardware	3.65	3.02	2.62	12.20	.78	.90	7.01	40.79	.56	.54
Fuel	2.99	1.75	1.41	4.24	.51	.63	11.01	19.29	.40	.97
Drug	4.36	3.73	2.49	7.81	.66	.80	5.41	16.41	.38	.42
Jewellery	2.76	2.63	2.66	13.47	.69	.91	4.37	22.82	.60	.72

Note. In some trades there were too few "owned" stores reporting to permit publication of average results.

DOMINION BUREAU OF STATISTICS—DEPARTMENT OF TRADE AND COMMERCE
CANADA

GENERAL REVIEW OF RETAIL STATISTICS
1951

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NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 4 volumes, as follows: **Volume I**—The Primary Industries, including mining, forestry and fisheries; **Volume II**—Manufacturing; **Volume III**—Construction; **Volume IV**—Merchandising and Services.

Volume IV consists of the following parts with individual trade reports listed under each:

Part I — Wholesale Statistics

- A — Wholesale Trade, 25¢.
- B — Operating Results of Food Wholesalers, 25¢.
- C — Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers, 25¢.
- D — Operating Results of Miscellaneous Wholesalers, (Automotive parts and accessories, drugs, hardware, plumbing and heating equipment), 25¢.

Part II — Retail Statistics

- E — General Review, 25¢.
- F — Retail Trade, 25¢.
- G — Retail Chain Stores, 25¢.
- H — Operating Results of Chain Food Stores, 25¢.
- I — Operating Results of Chain Clothing Stores, 25¢.
- J — Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- *K — Operating Results of Retail Food Stores, 25¢.
- *L — Operating Results of Retail Clothing Stores, 25¢.
- *M — Operating Results of Retail Hardware, Furniture, Appliance and Radio Stores, 25¢.
- *N — Operating Results of Filling Stations and Garages, 25¢.
- *O — Operating Results of Miscellaneous Retail Stores, 25¢.
- P — Retail Consumer Credit, 25¢.

Part III — Service and Special Fields

- Q — Laundries, Cleaners and Dryers, 25¢.
- R — Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S — Hotels, 25¢.
- T — Sales Financing, 25¢.
- U — Farm Implement and Equipment Sales, 25¢.
- V — New Motor Vehicle Sales and Motor Vehicle Financing 25¢.
- W — Advertising Agencies (Memorandum) 25¢.

The reports are punched to permit of filing in a ring binder.

* Biennial reports — not issued for 1951.

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GENERAL REVIEW OF RETAIL STATISTICS

1951

The 1951 Census of Distribution will produce complete data on the number of retail outlets, sales, employment and other aspects of retail trade. At the time of compiling this bulletin, these Census results have not been tabulated, and this review must deal with 1951 estimates of retail sales rather than final Census figures.

The continuing program of retail statistics comprises the following surveys which are summarized in this bulletin; total retail sales estimated from a sample survey; department store sales and stocks by departments; retail chain store statistics from a full coverage survey; retail consumer credit estimates from a sample survey; and operating results of both independent and chain stores for certain specified retail trades. The results of the continuing monthly, quarterly and annual surveys which deal with retail sales in 1951 will be subject to revision when the results of the 1951 Census of Distribution are known. It would be impossible to produce

estimates of retail sales over a ten year period (based on the 1941 Census) by sampling methods which would coincide with the next official (1951) Census figures. The 1951 estimates shown here are comparable to those of previous years but it is impossible to tell what amount of revision to the actual dollar volume of sales will be necessary. This revision to bring current estimated sales to the Census level will no doubt be projected back as intercensal estimates 1941-1951.

Although this review deals with annual sales regular monthly sales are estimated for 20 trades by provinces; monthly department store and monthly chain store sales and stocks are published; and consumer credit data is produced on a quarterly basis. Operating results studies are conducted on a biennial basis—independent retail stores last surveyed on 1950 operations and retail chain stores and certain wholesale trades for 1951.

RETAIL TRADE

The 1951 estimate of retail trade placed sales at \$10,517,326,000, a figure 11.1% above the 1950 level and over three times larger than the 1941 sales of \$3,436,823,000. Motor vehicle dealers accounted for a greater portion of total sales than any other single trade with 1951 sales of \$1,954,790,000, almost 26 percent above their 1950 sales. Grocery and combination stores reported sales of

\$1,709,355,000 and department stores \$901,717,000. Current estimates of retail trade are made for twenty kinds of business and for "all other" trades.

In the provincial summary below, Newfoundland is not included from 1941 to 1951. Following completion of the 1951 Census, all provinces and territories will be included in statistics on retail trade.

TABLE 1. Retail Sales by Provinces 1930-1951

(in millions of dollars)

Province	1930	1933	1937	1941	1947	1950	1951
Maritimes	197.7	130.0	199.9	282.8	552.8	654.5	712.9
Quebec	651.1	422.4	509.7	818.7	1,636.3	2,205.2	2,466.1
Ontario	1,100.0	741.7	1,078.2	1,407.0	2,687.1	3,643.9	4,037.8
Manitoba	189.2	122.1	166.3	210.8	428.5	606.2	656.3
Saskatchewan	189.2	103.2	136.6	186.9	398.5	548.9	631.9
Alberta	176.5	109.1	165.9	221.0	489.0	747.7	818.4
British Columbia	248.6	155.9	253.9	309.6	778.7	1,061.0	1,193.9
Canada	2,755.6	1,786.2	2,612.8	3,436.8	6,970.9	9,467.4	10,517.3

TABLE 2. Estimated Retail Trade — By Provinces and Kinds of Business, 1951
(in thousands of dollars)

Kind of business or store	Canada ¹	Maritime Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
Total, all trades	10,517,326	712,925	2,466,062	4,037,821	656,317	631,930	818,365	1,193,906
Grocery & combination stores	1,709,335	141,536	500,393	683,852	72,151	60,918	93,369	157,116
Meat stores	196,920	4,096	59,328	66,760	6,927	9,080	17,568	33,251
Country general stores	520,672	65,595	116,034	96,012	42,138	86,797	70,379	43,717
Department stores	901,717	60,959	145,625	329,662	137,115	45,394	63,659	120,202
Variety stores	189,649	19,401	55,850	86,697	4,775	5,309	8,711	8,905
Motor vehicle dealers	1,954,790	90,315	434,676	718,735	120,454	129,813	146,786	314,011
Garages & filling stations....	526,411	37,916	103,134	227,992	28,743	38,260	40,986	49,380
Men's clothing stores	198,975	15,860	39,439	93,302	8,742	7,489	16,132	18,011
Family clothing stores	176,302	22,877	53,143	53,140	6,448	13,574	9,138	17,982
Women's clothing stores	187,220	13,279	49,557	74,578	6,848	8,135	12,851	21,972
Shoe stores	100,275	8,516	30,343	44,833	2,799	2,037	4,297	7,450
Hardware stores	201,995	10,776	48,428	71,578	12,368	14,371	25,725	18,749
Lumber & building materials dealers	360,855	7,775	46,813	163,568	35,844	29,040	44,329	33,486
Furniture stores	168,700	13,016	54,130	72,583	3,591	2,756	9,257	13,367
Appliance & radio dealers....	152,580	10,530	35,892	73,523	5,801	5,369	9,411	12,054
Restaurants	379,646	15,710	76,740	153,624	26,193	17,780	34,790	54,809
Coal & wood dealers	204,384	12,206	55,384	104,084	13,467	9,244	1,082	8,917
Drug stores	231,816	17,773	49,167	101,250	14,222	11,389	15,635	22,380
Jewellery stores	82,323	5,297	20,135	31,461	4,399	3,230	6,684	11,117
Tobacco stores	89,634	2,162	21,478	49,599	1,344	2,879	3,411	8,761
All other trades	1,983,127	138,320	470,373	740,988	101,946	129,066	184,165	218,269

1. Canada totals do not include Newfoundland, North West Territories or Yukon.

Department Stores

Monthly data are collected and published on department store sales and stocks for 30 departments. Although these statistics are not published separately as an annual bulletin, their importance in the general

field of retail trade warrants a review of the 1951 results in this bulletin. In addition to the following tables, information is published weekly and monthly on the percentage change in sales by provinces.

TABLE 3. Department Store Sales by Provinces, 1950 and 1951

Province	Sales		Change 1951/1950
	1950	1951	
	\$'000	\$'000	%
Canada	872,379	901,717	+ 3.4
Maritime Provinces	62,604	60,059	- 4.1
Quebec	139,622	145,625	+ 4.3
Ontario	325,088	329,662	+ 1.4
Manitoba	130,407	137,116	+ 5.1
Saskatchewan	42,517	45,394	+ 6.8
Alberta	59,179	63,659	+ 7.6
British Columbia	112,962	120,202	+ 6.4

TABLE 4. Department Store Sales and Stocks by Departments 1950 and 1951

Department	Sales			Stocks at December 31, 1951 (at selling value)
	1950	1951	Change 1951/50	
	\$'000	\$'000	%	\$'000
Total, all departments	872,379	901,717	+ 3.4	182,562
Women's and misses' dresses	30,189	30,873	+ 2.3	3,011
Women's and misses' coats and suits	27,880	25,514	- 8.5	2,554
Women's and misses' sportswear	21,332	21,880	+ 2.6	3,304
Furs	14,271	13,116	- 8.1	3,825
Girls' and infants' wear	1	42,907	1	6,465
Lingerie and corsets	32,224	33,877	+ 5.1	5,691
Aprons, housedresses and uniforms	7,166	6,644	- 7.3	703
Millinery	8,666	9,026	+ 4.2	695
Hosiery and apparel accessories	35,383	37,701	+ 6.6	6,017
Women's, misses' and children's shoes	36,768	39,639	+ 7.8	10,064
Men's clothing	30,486	30,534	+ 0.2	7,373
Men's furnishings	42,514	44,455	+ 4.6	8,538
Boys' clothing and furnishings	23,526	24,503	+ 4.2	5,036
Men's and boys' shoes	15,303	16,518	+ 7.9	3,829
Food and kindred products	59,401	64,575	+ 8.7	4,149
Toiletries, cosmetics and drugs	19,974	22,011	+10.2	4,376
Photographic equipment and supplies	2,551	2,916	+14.3	777
Piece goods	23,690	23,309	- 1.6	7,763
Linens and domestics	32,544	33,132	+ 1.8	7,640
Smallwares	18,664	19,197	+ 2.9	5,396
China and glassware	12,207	12,844	+ 5.2	6,903
Home furnishings	54,313	55,150	+ 1.5	19,154
Furniture	53,584	51,412	- 4.1	12,602
Major appliances	34,660	31,046	-10.4	7,354
Radio and music	12,875	12,400	- 3.7	4,131
Hardware and housewares	50,855	53,541	+ 5.3	11,495
Jewellery	18,298	19,091	+ 4.3	7,041
Sporting goods and luggage	33,212	34,776	+ 4.7	6,557
Stationery, books and magazines	14,809	15,352	+ 3.7	3,079
All other departments	67,802	73,778	+ 8.8	7,040

Note. Does not include Newfoundland.

1. Not available.

Chain Stores

Chain stores are defined as the operation of four or more retail outlets under the same ownership and carrying on the same or related kinds of business. Monthly data are compiled on chain store sales and stocks for certain trades and monthly estimates of retail trade include sales of chain stores estimated from a sample of firms. In addition to monthly estimates, all known retail chain stores are surveyed on an annual basis to produce statistics on their main operational features.

Retail chain stores were first surveyed as part of the Decennial Census of 1930. From a sales volume of \$487,336,000 in that year, they have expanded three and a half times to a 1951 sales figure of \$1,726,354,400. The growth of retail chain stores is most evident in food stores where sales were over five times greater in dollar value in 1951 than in 1930. Average sales per store in this field increased from \$57,521 in 1930 to \$525,129 in 1951. Annual retail chain data are summarized in the following tables:

TABLE 5. Chains by Provinces 1941-1951
(Sales in thousands of dollars)

Province	1941			1951		
	No. of firms	No. of Stores	Sales	No. of firms	No. of Stores	Sales
Newfoundland	—	—	—	13	90	9,675.0
Prince Edward Island	9	16	1,010.8	11	17	4,161.9
Nova Scotia	56	325	32,214.4	39	294	63,376.0
New Brunswick	46	215	19,762.1	37	189	51,722.4
Quebec	161	1,428	131,225.9	149	1,455	349,466.6
Ontario	281	3,368	293,671.3	239	3,359	798,860.4
Manitoba	68	334	27,377.4	64	351	76,624.0
Saskatchewan	76	880	32,458.6	64	652	79,253.2
Alberta	88	576	36,071.2	77	585	117,240.7
British Columbia	91	765	63,925.1	93	776	170,384.0
Yukon & N.W.T.	5	62	1,493.6	3	55	5,590.2
Canada total	529	7,969	639,210.4	479	7,823	1,726,354.4

TABLE 6. Summary Statistics of Retail Chain Stores in Canada, 1930-1951

Year	Number of chains	Number of stores		Total Sales				Stocks on hand at year end	
		Average ¹	Maximum	Amount	Average per store	Salaries and wages paid to store employees	Accounts outstanding at year end	Stores	Warehouses
1930	518	8,097	8,504	487,336,000	60,187	50,404,900	2	60,457,200	2
1933	461	9,900	8,230	328,902,600	41,633	34,820,600	2	43,995,100	2
1937	447	7,346	7,815	414,133,300	56,375	39,289,500	33,526,200	48,550,700	12,280,000
1941	529	7,622	7,969	639,210,400	83,864	57,777,200	38,376,100	68,619,200	20,975,600
1946	422	6,559	6,743	1,014,846,700	154,725	77,474,400	19,642,600	85,345,200	37,436,400
1950	423	7,155	7,483	1,559,693,100	217,986	129,334,200	65,000,500	159,082,900	60,501,400
1951	479	7,585	7,823	1,726,354,400	227,601	144,791,700	53,169,000	178,799,300	59,504,400

1. Obtained by averaging the number at the beginning, middle and end of the year.

2. Not available.

TABLE 7. Principal Statistics of Retail Chain Stores in Canada, 1951, by Kinds of Business

Kind of business	Number of chains	Number of stores (Maximum)	Total sales	Salaries and wages paid to store employees	Stocks on hand at year end (Stores)
			\$	\$	\$
Total, All Chains	479	7,823	1,726,354,400	144,791,700	178,799,300
Food Group, total	76	1,668	630,181,800	38,916,400	19,439,500
Bakery products stores	11	157	6,428,000	1,108,500	85,600
Candy and confectionery stores	16	273	7,252,000	990,100	202,300
Grocery stores	7	328	44,053,400	2,729,600	2,583,800
Combination stores	33	858	565,854,000	33,531,600	16,451,100
Meat markets	9	52	6,594,400	556,600	116,700
Country general stores	27	204	24,974,800	2,481,000	6,458,400
General merchandise group, total	29	708	184,507,500	26,152,400	21,458,900
Dry goods and general merchandise stores	13	116	20,032,600	2,320,500	3,695,300
Variety, 5-10-15¢ to-a-dollar stores	16	592	164,474,900	23,831,900	17,763,600

TABLE 7. Principal Statistics of Retail Chain Stores in Canada, 1951, by Kinds of Business — Concluded

Kind of business	Number of chains	Number of stores (Maximum)	Total sales	Salaries and wages paid to store employees	Stocks on hand at year end (Stores)
			\$	\$	\$
Automotive group, total	13	128	38,152,500	5,538,400	8,438,500
Motor vehicle dealers	4	30	20,940,300	3,430,900	6,011,000
Filling stations	4	53	3,592,900	412,100	241,700
Other automotive accessories stores	5	45	13,619,300	1,695,400	2,185,800
Apparel group, total	120	1,430	143,828,700	16,327,800	29,375,500
Men's and boy's clothing and furnishings stores	26	236	25,059,000	2,788,300	5,428,800
Family clothing stores	25	146	40,038,200	5,306,700	8,894,600
Women's apparel and accessories stores	34	449	40,701,200	3,581,300	4,529,600
Shoe stores	35	599	38,030,300	4,651,500	10,522,500
Building materials group, total	44	815	88,460,400	7,434,700	29,502,700
Hardware stores	11	57	12,224,400	1,580,100	2,916,800
Lumber and building material dealers	30	739	74,733,900	5,672,100	26,150,400
Paint, varnish and wallpaper stores	3	19	1,502,100	182,500	435,500
Furniture-household-radio group, total	42	591	78,796,900	12,340,300	18,571,500
Furniture stores	18	204	37,049,700	3,951,500	9,584,300
Household appliance, radio and music stores	24	387	41,747,200	8,388,800	8,987,200
Restaurant group, total	27	328	29,166,200	7,402,600	405,300
Other retail stores, total	101	1,951	508,285,600	28,198,100	45,149,000
Drug stores	28	334	31,019,400	4,653,300	4,763,200
Jewellery stores	11	82	30,897,400	4,793,200	7,844,400
Tobacco stores	5	214	16,864,000	1,496,800	1,235,100
Wine stores	5	31	2,795,500	276,100	157,200
Miscellaneous kinds of business	52	1,290	426,709,300	16,978,700	31,149,100

Retail Consumer Credit

A study of retail consumer credit trends has been made by the Dominion Bureau of Statistics for some years. This study is confined to credit granted by retail stores and for that reason does not represent total consumer credit. Other portions of consumer credit are carried by sales finance companies, small loan companies, pawn brokers, banks etc. The credit shown here as retail store credit includes small portions of non-consumer credit i.e. the commercial vehicle sales and receivables of motor vehicle dealers.

The trends of the various components of sales and accounts outstanding obtained from a sample of firms, are projected forward from the 1941 Census base. As for retail sales, these estimates will be

subject to revision when the results of the 1951 Census of Distribution are known. The actual dollar value of credit sales and receivables shown may not be an accurate total but the trends in credit from quarter to quarter and year to year as contained in the series of bulletins on retail consumer credit should be quite reliable.

The 1951 total retail sales of \$10,517,300,000 were comprised of an estimated \$7,532,700,000 cash sales, \$816,200,000 instalment and \$2,168,400,000 charge account sales. Unpaid accounts at December 31, 1951 amounted to \$505,500,000 of which \$104,000,000 was attributed to instalment sales. Sales and accounts outstanding for 1951 are shown below for thirteen major credit granting retail trades.

TABLE 8. Retail Consumer Credit – Sales and Accounts Receivable 1951
(in millions of dollars)

Kind of business	Sales				Accounts receivable at December 31		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Department	639.6	77.0	185.1	901.7	26.5	48.6	75.1
Motor vehicle	1,030.1	458.8	465.9	1,954.8	5.1	66.0	71.1
Men's clothing	160.2	8.4	30.4	199.0	2.8	8.6	11.4
Family clothing	136.2	13.5	26.6	176.3	5.1	7.4	12.5
Women's clothing	157.0	2.4	27.8	187.2	0.6	7.1	7.7
Hardware	129.9	5.8	66.3	202.0	0.9	18.6	19.5
Furniture	78.0	61.0	29.7	168.7	20.1	5.5	25.6
Appliance and radio	63.2	53.4	36.0	152.6	19.5	7.3	26.8
Jewellery	51.5	14.2	16.6	82.3	4.2	4.0	8.2
Grocery and combination (Independent)	818.1	—	281.3	1,099.4	—	29.8	29.8
Country general	372.2	—	148.5	520.7	—	33.1	33.1
Coal and wood	99.2	—	105.2	204.4	—	25.9	25.9
Garages and filling stations	399.9	—	126.5	526.4	—	28.5	28.5
All other trades	3,397.6	121.7	622.5	4,141.8	19.2	111.1	130.3
Total all trades	7,532.7	816.2	2,168.4	10,517.3	104.0	401.5	505.5

In table 8 above it is evident that the instalment accounts receivable of motor vehicle dealers are not in proper relationship to instalment sales. This is because the greater portion of instalment sales made by the dealer is sold to finance companies. To

partially supplement the consumer credit outstandings of \$505,500,000 above, the consumer portion of financing done by sales finance and acceptance corporations is shown below.

TABLE 9. Financing of Instalment Sales by Finance Companies 1951

Commodity	Financing		Balances outstanding	
	Amount during year	% of total	Amount at year end	% of total
	\$'000		\$'000	
Consumers' goods:				
New passenger cars	113,660	37.9	80,469	43.2
Used passenger cars	141,488	47.2	80,208	43.0
Radios	4,996	1.7	3,286	1.7
Household appliances	14,881	5.0	9,164	4.9
Furniture	4,648	1.6	2,929	1.6
Other consumer goods (Clothing, jewellery etc.)	19,915	6.6	10,372	5.6
Total consumer goods	299,558	100%	186,428	100%

Operating Results of Retail Chain Stores—1951

Biennial surveys are conducted on operating results of certain retail and wholesale business classifications. In 1950 such a survey was taken on independent retail stores, summary results for which were included in the 1950 General Review of Retail Statistics. The 1951 results of retail chain stores are shown here. Ten principal retail trades were covered, with profit and loss statements received from practically all firms surveyed. More detail on

operating results is contained in the three bulletins published.

Gross profits for the ten trades were lowest in foods and ranged from 15.53% of net sales for grocery chains to 37.79% for variety store chains. Salaries and wages and also total operating expenses were greatest in relation to sales for drug store chains. Food store chains, with lowest gross profits, experienced more rapid stock turnover than other trades.

TABLE 10. Main Operating Results, Retail Chain Stores, 1951

Kind of business	Gross profit	Salaries and wages	Occupancy	Total operating expenses ¹	Net operating profit	Net non-trading income	Net profit before income tax deduction	Stock turn-over
	per cent of net sales							times per year
Grocery	15.53	8.53	1.19	14.12	1.41	0.14	1.55	10.60
Combination	15.82	7.57	1.01	12.67	3.15	0.19	3.34	18.21
Meat	15.84	9.82	1.34	15.40	0.44	0.06	0.50	44.33
Men's clothing	28.75	14.07	3.41	26.22	2.53	0.26	2.79	2.49
Women's clothing	28.32	12.16	4.75	25.56	2.76	0.31	3.07	5.74
Family clothing	28.78	14.56	3.06	26.77	2.01	0.93	2.94	3.39
Shoe	31.58	14.61	4.57	26.48	5.10	0.06	5.16	2.46
Variety	37.79	17.11	3.02	27.64	10.15	0.44	10.59	4.90
Drug	33.74	18.03	4.27	30.53	3.21	0.89	4.10	3.65
Furniture	30.68	12.62	3.39	27.22	3.46	1.05	4.51	3.09

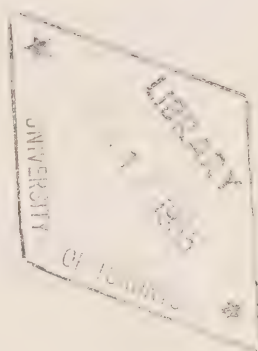
1. Includes salaries and wages, and occupancy.

63-D-35



GENERAL REVIEW OF RETAIL STATISTICS

1952



Published by Authority of
The Right Honourable C. D. Howe, Minister of Trade and Commerce

DOMINION BUREAU OF STATISTICS
Industry and Merchandising Division
Merchandising and Services Section

NOTICE

The annual reports prepared by the Industry and Merchandising Division of the Bureau of Statistics are divided into 3 volumes, as follows: **Volume I** — The Primary Industries, including mining, forestry and fisheries; **Volume II** — Manufacturing; **Volume III** — Merchandising and Services.

Volume III consists of the following parts with individual trade reports listed under each:

Part I — Wholesale Statistics

- A — Wholesale Trade (not issued 1952)
- *B — Operating Results of Food Wholesalers 25¢
- *C — Operating Results of Dry Goods, Piece Goods and Footwear Wholesalers, 25¢
- *D — 1 Operating Results of Automotive Parts and Accessories Wholesalers, 25¢
 - 2 Operating Results of Drug Wholesalers, 25¢
 - 3 Operating Results of Hardware Wholesalers, 25¢
 - 4 Operating Results of Plumbing and Heating Equipment Wholesalers, 25¢

Part II — Retail Statistics

- E — General Review — (to be discontinued in 1953)
- F — Retail Trade, 50¢
- G — Retail Chain Stores, 50¢
- *H — Operating Results of Chain Food Stores, 25¢
- *I — Operating Results of Chain Clothing Stores, 25¢
- *J — 1 Operating Results of Chain Variety Stores, 25¢
 - 2 Operating Results of Chain Drug Stores, 25¢
 - 3 Operating Results of Chain Furniture Stores, 25¢
- K — Operating Results of Independent Food Stores, 25¢
- L — Operating Results of Independent Clothing Stores, 25¢
- M — Operating Results of Independent Hardware, Furniture, Appliance and Radio Stores, 25¢
- N — Operating Results of Filling Stations & Garages, 25¢
- O — 1 Operating Results of Independent General Stores, 25¢
 - 2 Operating Results of Independent Restaurants, 25¢
 - 3 Operating Results of Independent Fuel Dealers, 25¢
 - 4 Operating Results of Independent Drug Stores, 25¢
 - 5 Operating Results of Independent Jewellery Stores, 25¢
 - 6 Operating Results of Independent Tobacco Stores, 25¢
- P — Retail Consumer Credit

Part III — Services and Special Fields

- ✓ Q — Laundries, Cleaners and Dyers, 25¢
- ✓ R — Motion Picture Theatres, Exhibitors, 25¢
- ✓ S — Hotels, 25¢
- ✓ T — Sales Financing, 25¢
- ✓ U — Farm Implement and Equipment Sales, 25¢
- ✓ V — New Motor Vehicle Sales and Motor Vehicle Financing, 25¢
- ✓ W — Advertising Agencies (Memorandum), 10¢
- ✓ X — Motion Picture Production (Memorandum), 10¢

The reports are punched to permit filing in a ring binder.

* Biennial reports — not issued for 1952.

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GENERAL REVIEW OF RETAIL STATISTICS

1952

The summary statistics of retail trade presented here are estimates projected from the 1951 Census of Distribution results. The 1951 figures shown, however, are subject to slight revision since they were obtained from the first Census tabulation and certain minor changes have subsequently been necessary. Full detail of the retail portion of the Census of Distribution will appear shortly in Census Volume 8.

Accurate comparison of current total retail trade with years prior to 1951 is not possible until intercensal revisions, 1941-1951, have been made. The 1951 Census level of sales did not correspond with the estimates projected from 1941. Since the adjustments for these differences, by trades and provinces, are not yet completed, historical data are not shown except for Census years.

The retail statistics summarized here cover the results of five main survey projects which are of a continuing nature: total retail sales, estimated from a sample of stores; department store sales and stocks by departments; retail chain store statistics from an annual full coverage survey; retail consumer credit; and operating results and financial structure of independent retail stores, from a sample panel. Information on the first three surveys is available monthly, retail consumer credit quarterly, and the operating results series biennially. In any provincial breakdown shown, Newfoundland forms part of the category "Atlantic Provinces" and the Yukon and Northwest Territories are included with British Columbia.

Retail Trade

Estimated retail sales in 1952 amounted to \$11,575,478,000, or 8.6% higher than the 1951 sales. Sales of motor vehicle dealers, in excess of two billion dollars, were the largest of any single trade and rose 12% above the sales of 1951. Sales of grocery and combination stores also exceeded the two billion mark, and at \$2,039,454,000 were 7% above the 1951 level.

A comparison of total sales and chain store sales by trades and provinces shows a predominance of chains in the variety and food trades. Chain stores accounted for 20% of total sales in Ontario in 1952 and the ratio decreased to 13% in Saskatchewan. For purposes of the Dominion Bureau of Statistics, firms operating four or more retail outlets under the same ownership and carrying on the same or related lines business are classed as retail chains.

**TABLE 1. Total Retail Sales and Chain Store Sales Compared
For Selected Kinds of Business and Provinces**
(Sales in millions of dollars)

Kind of Business	1930	1941	1951			1952		
	Chains % of total	Chains % of total	Total Sales \$	Chain Stores		Total Sales \$	Chain Stores	
				Sales	% of total		Sales	% of total
Grocery and combination stores.....	29.5	30.4	1,900.2	609.9	32.1	2,039.5	703.3	34.5
Meat stores	10.7	6.4	176.4	6.6	3.7	164.4	6.9	4.2
Variety stores	89.1	87.1	195.6	164.5	84.1	213.7	179.6	84.0
Men's clothing stores	13.7	11.9	201.7	25.1	12.4	209.4	24.9	11.9
Family clothing stores	11.2	18.8	193.0	40.0	20.7	203.2	33.2	16.3
Women's clothing stores	13.2	18.1	192.8	40.7	21.1	203.8	44.4	21.8
Shoe stores	21.4	37.3	111.5	38.0	34.1	116.4	41.5	35.7
Hardware stores	5.9	5.2	226.6	12.2	5.4	235.0	12.7	5.4
Lumber and building material dealers	28.1	25.1	357.6	74.7	20.9	380.1	90.8	23.9
Furniture stores	22.9	24.2	146.3	37.0	25.3	177.7	43.8	24.6
Appliance and radio stores.....	23.3	40.7	210.2	41.7	19.8	254.2	51.2	20.1
Restaurants.....	17.9	9.4	433.1	29.2	6.7	457.1	29.8	6.5
Drug stores	18.2	18.7	248.3	31.0	12.5	267.1	33.5	12.5
Tobacco stores.....	25.4	16.7	78.3	16.9	21.6	89.3	17.4	19.5
Total Canada, all trades	17.7	18.6	10,660.5	1,726.4	16.2	11,575.5	1,929.8	16.7
Newfoundland	1	1	159.4	9.7	6.1			
Prince Edward Island.....	5.1	6.3	54.1	4.2	7.8			
Nova Scotia	12.3	19.5	392.5	63.4	16.2	978.0	148.0	15.1
New Brunswick	14.2	19.4	285.8	51.7	18.1			
Quebec	18.0	16.0	2,438.1	349.5	14.3	2,662.9	401.5	15.1
Ontario	19.5	20.9	4,114.8	798.9	19.4	4,387.9	877.8	20.0
Manitoba.....	11.7	13.0	608.2	76.6	12.6	645.2	84.1	13.0
Saskatchewan	18.0	17.4	653.8	79.2	12.1	762.4	95.3	12.5
Alberta	14.1	16.3	854.8	117.2	13.7	944.1	129.4	13.7
British Columbia.....	19.9	20.8	1,099.0	176.0	16.0	1,194.9	193.7	16.2

TABLE 2. Estimated Retail Trade — By Provinces and Kinds of Business, 1952
(in thousands of dollars)

Kind of business	Canada	Atlantic Provinces	Quebec	Ontario	Manitoba	Saskat- chewan	Alberta	British Columbia
Total, all trades.....	11,575,478	978,017	2,662,908	4,387,871	645,232	762,425	944,123	1,194,902
Grocery and combination stores	2,039,454	201,479	588,012	770,314	94,196	80,266	113,824	191,363
Meat stores.....	164,434	7,471	42,644	63,819	5,906	7,961	14,612	22,021
General stores.....	546,342	111,296	98,805	99,577	48,138	69,832	61,949	56,745
Department stores.....	996,028	80,532	176,573	334,159	96,017	56,149	96,319	156,279
Variety stores.....	213,672	21,964	60,005	95,189	5,430	7,558	11,433	12,093
Motor vehicle dealers.....	2,119,195	155,109	408,952	774,855	121,436	198,768	219,791	240,284
Garages and filling stations...	503,711	40,462	96,895	216,350	23,220	29,021	50,186	47,577
Men's clothing stores.....	209,390	13,374	52,184	96,327	6,546	8,475	16,037	16,447
Family clothing stores.....	203,238	30,033	73,546	59,281	8,443	8,820	11,809	11,306
Women's clothing stores.....	203,777	9,963	51,062	87,480	5,766	8,283	15,529	25,694
Shoe stores.....	116,357	8,211	35,455	50,170	3,626	3,038	5,319	10,538
Hardware stores.....	234,981	14,238	48,558	83,518	13,289	25,024	27,889	22,465
Lumber and building materials dealers.....	380,073	15,179	61,908	134,685	39,182	44,305	51,838	32,976
Furniture stores.....	177,654	12,327	61,805	74,517	3,505	2,826	11,042	11,632
Appliance and radio dealers...	254,228	12,309	44,792	120,303	14,306	14,397	17,051	31,070
Restaurants.....	457,073	22,288	115,574	173,446	25,216	27,291	40,760	52,498
Fuel dealers.....	234,513	17,868	67,310	118,647	7,351	5,578	702	17,057
Drug stores.....	267,067	18,338	53,223	116,352	16,436	15,556	19,544	27,618
Jewellery stores.....	115,966	7,031	23,946	52,393	6,005	5,513	7,679	13,399
Tobacco stores.....	89,282	2,238	22,140	54,762	1,455	1,069	2,088	5,530
All other trades.....	2,049,043	176,307	479,519	811,727	99,763	142,695	148,722	190,310

Department Stores

Data on department store sales and stocks for 30 departments are collected and published monthly. This detail by months is also contained in the bulletin "Retail Trade 1952". In addition to the following

tables, information is compiled weekly and monthly on the percentage change in sales from the previous year by provinces.

TABLE 3. Department Store Sales by Provinces, 1951 and 1952

Province	Sales		Change 1952/1951
	1951	1952	
	\$'000	\$'000	%
Canada.....	914,839	996,028	+ 8.9
Atlantic Provinces.....	69,644	80,532	+ 15.6
Quebec.....	165,266	176,573	+ 6.8
Ontario.....	308,557	334,159	+ 8.3
Manitoba.....	93,434	96,017	+ 2.8
Saskatchewan.....	50,898	56,149	+ 10.3
Alberta.....	86,414	96,319	+ 11.5
British Columbia.....	140,626	156,279	+ 11.1

TABLE 4. Department Store Sales and Stocks by Departments 1951 and 1952

Department	Sales			Stocks at December 31, 1952 (at selling value)
	1951	1952	Change 1952/1951	
	\$'000	\$'000	%	\$'000
Total, all departments	914, 839	996, 028	+ 8.9	186, 118
Women's and misses' dresses.....	32, 237	32, 364	+ 0.4	3, 301
Women's and misses' coats and suits	26, 835	28, 817	+ 7.4	2, 772
Women's and misses' sportswear	23, 253	25, 849	+ 11.2	3, 959
Furs	13, 181	15, 859	+ 20.3	4, 136
Girls' and infants' wear.....	40, 679	50, 215	+ 23.4	6, 929
Lingerie and corsets	34, 551	39, 196	+ 13.4	6, 929
Aprons, housedresses and uniforms.....	6, 868	7, 419	+ 8.0	789
Millinery.....	9, 185	10, 016	+ 9.0	670
Hosiery and apparel accessories	38, 251	40, 242	+ 5.2	6, 232
Women's, misses' and children's shoes	40, 066	43, 154	+ 7.7	10, 393
Men's clothing	31, 013	32, 359	+ 4.3	6, 622
Men's furnishings	45, 085	49, 538	+ 9.9	8, 334
Boy's clothing and furnishings.....	24, 951	27, 338	+ 9.6	5, 069
Men's and boys' shoes.....	16, 681	17, 427	+ 4.5	4, 060
Food and kindred products.....	65, 938	66, 498	+ 0.8	3, 401
Toiletries, cosmetics and drugs.....	22, 290	24, 494	+ 9.9	4, 891
Photographic equipment and supplies	2, 946	3, 283	+ 11.4	789
Piece goods.....	23, 691	23, 605	- 0.4	8, 089
Linens and domestics	33, 469	36, 608	+ 9.4	8, 222
Smallwares.....	19, 505	20, 686	+ 6.1	5, 673
China and glassware	13, 014	13, 770	+ 5.8	7, 077
Home furnishings	55, 793	59, 902	+ 7.4	17, 499
Furniture	52, 298	60, 011	+ 14.7	12, 315
Major appliances.....	31, 653	38, 388	+ 21.3	7, 933
Radio and music	12, 577	16, 114	+ 28.1	4, 026
Hardware and housewares	54, 198	57, 567	+ 6.2	11, 732
Jewellery.....	19, 275	20, 448	+ 6.1	6, 796
Sporting goods and luggage.....	35, 251	39, 215	+ 11.2	6, 626
Stationery, books and magazines	15, 673	16, 981	+ 8.3	3, 380
All other departments.....	74, 432	78, 665	+ 5.7	7, 474

Chain Stores

Monthly data are compiled on chain store sales and stocks for certain major trades. Chain store estimates are also included and published in the monthly retail trade bulletins. In addition, all known retail chains are surveyed annually to produce statistics on the main features of their operation.

The sales volume of chain stores has expanded from 487 million dollars in 1930 to approximately 1,930 millions in 1952. The 458 chain store firms operated 7,935 stores, paid salaries amounting to \$154,979,900 and held stocks to the value of \$176,698,900 in stores and \$56,820,500 in warehouses at the end of the year.

TABLE 5. Summary Statistics of Retail Chain Stores in Canada, 1930-1952

Year	Number of chains	Number of stores		Total Sales		Salaries and wages paid to store employees	Accounts outstanding at year end	Stocks on hand at year end	
		Average ¹	Maximum	Amount	Average per store			Stores	Warehouses
				\$	\$	\$	\$	\$	\$
1930	518	8, 097	8, 504	487, 336, 000	60, 187	50, 404, 900	2	60, 457, 200	2
1933	461	9, 900	8, 230	328, 902, 600	41, 633	34, 820, 600	2	43, 995, 100	2
1937	447	7, 346	7, 815	414, 133, 300	56, 375	39, 289, 500	33, 526, 200	48, 550, 700	12, 280, 000
1941	529	7, 622	7, 969	639, 210, 400	83, 864	57, 777, 200	38, 376, 100	68, 619, 200	20, 975, 600
1946	422	6, 559	6, 743	1, 014, 846, 700	154, 725	77, 474, 400	19, 642, 600	85, 345, 200	37, 436, 400
1950	423	7, 155	7, 483	1, 559, 693, 100	217, 986	129, 334, 200	65, 000, 500	159, 082, 900	60, 501, 400
1951	479	7, 585	7, 823	1, 726, 354, 400	227, 601	144, 791, 700	53, 169, 000	178, 799, 300	59, 504, 400
1952	458	7, 660	7, 935	1, 929, 750, 000	251, 926	154, 979, 900	79, 516, 500	176, 698, 900	56, 820, 500

1 Obtained by averaging the number at the beginning, middle and end of the year.

2. Not available.

TABLE 6. Principal Statistics of Retail Chain Stores in Canada, 1952, by Kinds of Business

Kind of business	Number of chains	Number of stores (Maximum)	Total sales	Salaries and wages paid to store employees	Stocks on hand at year end (Stores)
			\$	\$	\$
Total, All Chains	458	7, 935	1, 929, 750, 000	154, 979, 900	176, 698, 900
Food Group, total	70	1, 659	724, 220, 800	44, 852, 700	21, 232, 100
Bakery products stores	9	151	6, 113, 300	917, 500	103, 200
Candy and confectionery stores	15	277	7, 963, 100	1, 004, 000	219, 300
Grocery stores.....	8	281	43, 702, 300	2, 675, 800	2, 261, 000
Combination stores.....	31	905	659, 554, 200	39, 648, 700	18, 504, 200
Meat markets	7	45	6, 887, 900	606, 700	144, 400
General stores.....	28	403	37, 840, 600	3, 216, 300	12, 372, 200
General merchandise group, total.....	31	739	203, 180, 800	28, 699, 000	25, 571, 500
General merchandise stores	14	125	23, 562, 500	2, 583, 600	4, 496, 300
Variety stores	17	614	179, 618, 300	26, 115, 400	21, 075, 200
Automotive group, total	13	126	42, 025, 400	4, 830, 500	5, 531, 600
Motor vehicle dealers.....	4	33	23, 529, 400	2, 391, 700	4, 033, 100
Filling stations.....	4	48	3, 804, 100	456, 500	164, 300
Other automotive accessories stores.....	5	45	14, 691, 900	1, 982, 300	1, 334, 200
Apparel group, total	112	1, 466	144, 108, 600	15, 490, 900	27, 146, 600
Men's and boy's clothing and furnishings stores	23	219	24, 909, 200	2, 840, 900	4, 813, 000
Family clothing stores.....	23	147	33, 239, 000	3, 945, 100	6, 986, 300
Women's apparel and accessories stores	32	474	44, 410, 800	3, 723, 500	5, 113, 500
Shoe stores	34	626	41, 549, 600	4, 981, 400	10, 233, 800
Building materials group, total.....	42	830	105, 425, 300	7, 733, 300	25, 305, 500
Hardware stores	11	57	12, 672, 400	1, 505, 100	2, 883, 800
Lumber and building material dealers	28	752	90, 819, 700	6, 011, 500	21, 942, 000
Paint, varnish and wallpaper stores	3	21	1, 933, 200	216, 700	479, 700
Furniture-household-radio group, total	41	606	94, 983, 300	13, 231, 400	19, 115, 900
Furniture stores	17	203	43, 784, 100	4, 182, 100	10, 717, 900
Household appliance, radio and music stores	24	403	51, 199, 200	9, 049, 300	8, 398, 000
Restaurant group, total	27	319	29, 834, 100	7, 766, 300	439, 600
Other retail stores, total	94	1, 787	548, 131, 100	29, 159, 500	39, 983, 900
Drug stores	27	334	33, 503, 600	5, 028, 800	5, 204, 700
Jewellery stores	11	94	35, 972, 600	5, 149, 300	6, 545, 800
Tobacco stores	5	219	17, 442, 400	1, 602, 900	1, 200, 400
Wine stores	5	32	3, 035, 600	300, 400	191, 500
Miscellaneous kinds of business	46	1, 108	458, 176, 900	17, 078, 100	26, 841, 500

Retail Consumer Credit

Estimates of retail consumer credit — sales and accounts receivable — have not yet been revised to the 1951 Census benchmark of credit. In this issue, therefore, the continuity of credit statistics has not been broken. Total sales as shown in the following table will not agree with retail trade totals.

Cash sales in 1952 at \$7,733,400,000 showed a nominal increase over 1951 while instalment sales

increased substantially from \$816,200,000 to \$1,269,200,000. Unpaid accounts of \$688,500,000 at the end of 1952 were considerably greater than at December 31, 1951. The relaxation of regulations during the year would account for part of this increase. Sales and accounts receivable are shown in the following table for major credit-granting retail trades.

TABLE 7. Retail Consumer Credit — Sales and Accounts Receivable 1952
(in millions of dollars)

Kind of business	Sales				Accounts receivable at December 31		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Department	630.7	143.6	203.4	977.7	78.0	59.0	137.0
Motor vehicle.....	963.4	689.8	485.2	2,138.4	7.9	71.0	78.9
Men's clothing.....	161.3	9.1	34.3	204.7	3.3	11.5	14.8
Family clothing.....	144.2	15.2	30.3	189.7	6.8	9.6	16.4
Women's clothing	168.5	2.4	31.7	202.6	0.9	10.0	10.9
Hardware	130.1	12.8	66.9	209.8	2.6	19.7	22.3
Furniture	77.5	93.8	30.7	202.0	47.2	8.7	55.9
Appliance and radio	62.9	77.9	34.7	175.5	38.7	9.6	48.3
Jewellery	51.3	19.5	16.3	87.1	9.6	4.4	14.0
Grocery and combination (independent)	866.4	—	282.2	1,148.6	—	30.2	30.2
Country general	383.4	—	150.9	534.3	—	35.2	35.2
Coal and wood.....	93.3	—	116.8	210.1	—	25.6	25.6
Garages and filling stations	419.3	—	133.1	552.4	—	30.3	30.3
All other trades.....	3,581.1	205.1	684.7	4,470.9	44.3	124.4	168.7
Total all trades	7,733.4	1,269.2	2,301.2	11,303.8	239.3	449.2	688.5

Instalment accounts receivable do not represent, in all cases, the unpaid balance from instalment sales, since some trades sell instalment paper to sales finance companies. In addition to the instalment receivables above, on the books of retail dealers, sales finance companies held \$372,778,000 of

unpaid accounts from the sale of consumers' goods consisting of: \$298,600,000 from passenger cars; \$46,717,000 from appliances and radio; \$6,551,000 from furniture sales and \$20,910,000 from other consumers goods.

Operating Results and Financial Structure

Independent retail stores in twenty major retail trades were surveyed for 1952 profit and loss and for balance sheet data as at the end of the year. More detail on the various financial statement items is contained in the various bulletins under the same title as above. Here, only two major expense items are shown, together with total expenses and gross and net profit.

The balance sheet ratios represent results of only stores with annual sales of over \$20,000 and are briefly defined as follows:

Current ratio — current assets to current liabilities

Liquidity ratio — current assets which can be quickly converted to cash (cash, accounts

receivable, bonds and securities) to current liabilities

Working Capital to Net Worth — working capital (current assets less current liabilities) to proprietor's equity in the business

Worth-Debt ratio — net worth to total liabilities

Turnover of Capital — net sales to total assets used in the business.

Data on operating results and financial structure are shown here in percentage to net sales and in ratio form respectively. In these studies, unincorporated and incorporated businesses are separated and, in each, results are presented by occupancy basis (owned or rented). The regular series of bulletins also shows results by various sales-size groups.

TABLE 8. Profits and Expenses for Selected Independent Retail Trades, 1932
(Items expressed as percentages of net sales)

Trade	Gross Profit	Salaries and Wages	Occupancy	Total Expenses	Net Profit ¹
Unincorporated:					
Grocery	13.8	3.3	2.6	8.5	5.3
Combination	14.6	4.9	2.4	10.5	4.1
Meat.....	17.5	5.1	2.8	11.4	6.1
Fruit and Vegetable	17.5	4.4	3.8	11.9	5.6
Confectionery.....	18.8	4.3	4.8	11.3	7.5
Men's clothing	26.6	6.9	4.8	16.6	10.0
Women's clothing.....	26.8	8.2	5.8	18.9	7.9
Family clothing	24.4	7.0	4.4	15.5	8.9
Shoes	27.7	7.7	5.4	16.9	10.8
Hardware	25.9	7.3	4.0	15.5	10.4
Furniture	27.8	7.3	4.9	19.5	8.3
Appliance and radio	26.4	8.7	3.5	18.6	7.8
Filling stations	20.1	7.7	4.2	14.2	5.9
Garages.....	29.9	12.9	5.1	21.6	8.3
General stores	14.6	4.0	2.4	8.9	5.7
Restaurants	38.9	18.2	9.0	31.3	7.6
Fuel.....	20.4	3.5	2.1	15.8	4.6
Drug.....	29.1	8.7	4.4	17.1	12.0
Jewellery	39.5	11.0	7.0	25.3	14.2
Tobacco	16.5	4.1	3.9	9.7	6.8
Incorporated:					
Men's clothing	29.3	14.7	5.7	26.3	3.0
Women's clothing.....	29.3	15.3	6.0	26.5	2.8
Family clothing	29.8	14.7	4.7	26.3	3.5
Shoes	30.0	15.5	6.0	26.8	3.2
Hardware	27.3	15.3	4.1	24.6	2.7
Fuel	22.0	6.1	1.9	20.4	1.6
Drug.....	34.1	18.8	5.2	28.7	5.4
Jewellery	41.8	20.8	7.8	38.5	3.3

1. Includes income tax and, for Unincorporated stores, proprietors salaries.

TABLE 9. Balance Sheet Ratios in Retail Trade as at December 31, 1952

Trade	Current Ratio		Liquidity Ratio		Working Capital to Net Worth		Worth Debt Ratio		Turnover of Capital	
	Owned	Rented	Owned	Rented	Owned	Rented	Owned	Rented	Owned	Rented
Unincorporated:										
Grocery	3.90	2.97	1.98	1.36	.51	.64	3.36	2.19	3.56	5.41
Combination	2.68	2.37	1.43	1.22	.44	.53	2.31	1.67	4.00	6.23
Meat	2.76	2.47	2.21	2.00	.33	.56	3.12	2.15	3.92	7.53
Fruit and Vegetables	5.27	2.69	3.21	1.36	.36	.55	4.76	2.64	4.10	8.23
Confectionery	2.74	3.43	1.17	1.77	.28	.47	2.49	2.64	3.04	5.40
Men's clothing.....	3.33	2.66	1.22	.86	.64	.85	2.56	1.61	1.41	1.91
Women's clothing	2.73	2.55	1.19	1.07	.51	.86	2.39	1.58	1.78	2.76
Family clothing.....	3.91	2.98	1.29	1.03	.73	.87	2.84	1.86	1.42	1.92
Shoes	3.88	3.21	.92	.75	.69	.91	2.45	2.10	1.36	1.93
Hardware	4.65	4.55	1.61	1.55	.76	.87	3.26	2.95	1.48	2.04
Furniture	2.87	2.03	1.36	1.10	.63	.82	2.24	1.07	1.26	1.57
Appliance and radio	2.60	2.01	1.25	1.08	.61	.87	1.94	1.07	1.70	2.46
Filling stations.....	3.71	3.22	2.42	2.11	.38	.66	2.82	2.59	3.14	8.76
Garages	2.88	2.65	1.79	1.84	.40	.61	2.05	2.24	2.54	4.16
General stores.....	4.45	4.04	1.65	1.66	.73	.89	3.36	2.72	2.38	2.70
Restaurants	1.43	1.31	.86	.75	.09	.12	1.83	2.02	2.77	5.75
Fuel	2.21	2.34	1.55	1.57	.53	.78	1.86	1.41	2.94	3.19
Drugs	3.97	3.68	1.36	1.32	.58	.76	3.13	2.68	1.90	2.64
Jewellery	3.25	3.11	1.19	1.07	.67	.88	2.06	2.01	1.17	1.45
Tobacco	3.37	2.09	1.33	.73	.38	.65	2.68	1.17	2.82	4.51
Incorporated:										
Men's clothing.....	—	2.95	—	1.01	—	.85	—	1.85	—	1.81
Women's clothing	—	2.27	—	1.18	—	.80	—	1.45	—	2.70
Family clothing.....	—	2.54	—	1.32	—	.86	—	1.59	—	1.85
Shoes	—	2.62	—	.55	—	.77	—	2.01	—	1.89
Hardware	3.72	3.68	1.46	1.01	.68	.89	2.71	2.33	1.39	1.96
Fuel	1.96	1.54	1.13	1.01	.49	.49	1.59	1.03	2.89	3.58
Drug	—	3.85	—	1.43	—	.77	—	2.99	—	2.31
Jewellery	—	2.42	—	.83	—	.85	—	1.41	—	1.39

